Charlottesville Comprehensive Plan Update / Housing Plan / Zoning Rewrite
Two-month look-ahead
3/31/2020

TIMEFRAME	ACTIVITIES AND MILESTONES
April 2020	**Key Objectives/Activities:** <u>Refine Engagement Strategy</u> 1. Draft public engagement materials, e.g., a one-pager overview, maps, data/graphics, and more ○ Goal is to be free of jargon and understandable at a 3rd grade reading level 2. Host Steering Committee meeting (April 7) 3. Connect with key community contacts in order to strategize best virtual engagement efforts for larger community, particularly marginalized populations (low-wealth, African Americans, refugee population) and renters 4. Refine community engagement strategy based on comments from Steering Committee and others <u>Launch Virtual Conversation Series – Focused on Goals and Priorities</u> 5. Identify Key Conversation Questions – *may phase in or have available at the same time* ○ What do you think are the top three most important priorities when it comes to the future of Charlottesville? – What are your priorities related to housing affordability? – What do you think a focus on equity should mean for the City? ○ Related to your top priorities, what do you love about the direction the city is taking? What concerns you? – Could potentially tailor the above question to be specific to certain topic areas (e.g., equity, housing, etc.) 6. Strategies ○ Public invitation (emails, possibly targeted mailers and phone calls) to announce launch of process and how to provide input ○ Targeted invitations to elected officials, non-profits, neighborhood groups, and other organizations, with information to distribute to their members/constituents ○ Background materials posted on City website (potentially including a survey with an incentive, such as a gift card raffle) ○ Web/phone meetings, including potential focus groups on specific topics ○ Webinars (potentially with interactive Q&A) ○ Social media campaign ○ Radio stations (call-in segments or other promotional efforts)
End of April	**Milestones:** ● Website completion and launch ● Begin virtual conversation series
May 2020	**Key Objectives/Activities:** 7. Promotion of new website 8. Continue virtual conversation series 9. Begin summarizing input
End of May	**Milestones**: ● Summary of Goals & Priorities prepared and presented to City, SC, etc. ● Identification of additional outreach needed, particularly to reach marginalized populations

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